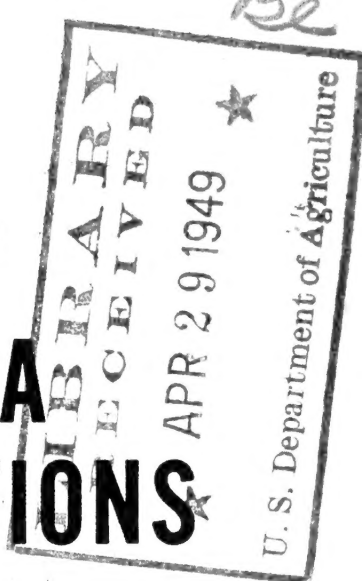


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1949
**FUCHSIA
INTRODUCTIONS**



Offered by

LA ROCHETTE NURSERY

VICTOR REITER, JR.

1195 Stanyan Street
San Francisco 17
California

LOmbard 6-2929

Since 1937 La Rochette Nursery has been presenting annual lists of new fuchsia introductions. Again in 1948 we are happy to offer our friends a set of brand new beauties which their past patronage has made possible.

We hope that these latest novelties will please them and that our creations shall remain the most talked-of and the most highly regarded in the field.

This year for the first time we are patenting a fuchsia, the variety Flying Cloud. Propagation of patented varieties must be licensed by the patent owner and consequently Flying Cloud cannot be multiplied for sale except by the La Rochette Nursery.

Every attempt is made to supply good stock true to name and free from pests and disease. Packing and shipping is carefully and expertly done. No effort will be spared to maintain the standard of quality which La Rochette has set during the last ten years.

Please consult our general list for all fuchsias other than our 1949 introductions

1949 REITER OFFERINGS

As usual the La Rochette Nursery presents its own new varieties of fuchsia hybridized by Mr. Victor Reiter, Jr. This year we have chosen five seedlings after testing them in the open field and we believe our customers will like these latest productions.

A Patented Snow Flurry

FLYING CLOUD patent applied for (Reiter, Jr.) The first warm air tolerant "white" that is eager to grow. The double flowers are large and well formed with long recurved pagoda sepals and well placed full white petals. The entire flower glows with the palest rose tinting which is accentuated slightly at the base of the petals giving the flower a warmth that has been lacking in previous "all whites".

The flowers are well placed along arching branches which continue to bloom over an extended season. Vigorous, easy and all white! Every fuchsia grower **must** have it.

We think so much of this fuchsia that an application for a patent has been filed to reserve the propagating rights for La Rochette Nursery.

A Boisterous Beauty

CLARION (Reiter, Jr.) A vigorous upright grower with heat-resistant leathery foliage and quantities of glowing double Rose Bengal flowers of more glistening intensity than our 1942 variety, Crescendo!

The flowers are medium to large with plenty of incurved petals of deepest Rose Bengal (HCC 25/0) and with nicely recurved sepals of pure Crimson (HCC 22/0). A new shade in the magenta-red group.

A strong rapid grower that should flourish even under difficult conditions. A sparkling perfectly formed flower on a vigorous easy bush.

A Magnificent Contrast

COLOMBINE (Reiter, Jr.) This entirely distinct fuchsia has medium sized double flowers with the widest color contrast yet attained in the doubles between tube and petals. The tube and sepals are all white and the wide spreading petalage is deep Rhodamine Purple (HCC 29/0). The base of the petals, like the tube and sepals, is white making a clear cut color division in the bicolor flowers. In addition the flower petals are flat spreading giving the flower more width and less depth. Unlike any other fuchsia.

Avoirdupois

THE DOWAGER (Reiter, Jr.) After having introduced Reiter's Giant, Commander in Chief, Titanic and Uncle Jules we hesitate to make superior claims for The Dowager but we believe this is the finest double "red and purple" yet introduced. It has huge well formed flowers of good blue purple petalage and a well formed tube and recurved sepals of magenta red.

The growth is vigorous but very branching and the foliage, although plentiful and good is small. The dense canopy of small leathery leaves makes the tremendous flowers seem even larger by contrast. The Dowager produces more pounds of flower per plant than any other fuchsia we know. An easy willing worker bidding for top place in the purples.

LA ROCHETTE NURSERY

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For 1949 introductions consult special descriptive list

1948

DULCINEA (Edwards) Double. Tube and remarkably long sepals rosy-red petals clear white, restrained grower.

ECSTASY (Tiret) Large double. Tube and sepals neyron rose, hyacinth blue petals phlox pink at base.

FESTIVAL (Schnabel) Large well-formed double. Light magenta tube and sepals, petals slightly deeper. Strong.

* **GLORIOUS (Niederholzer-Waltz)** Large single flowered trailer. Long tube and spreading petals "brilliant rose."

GULLIVER (Reiter) Large single. White tube and sepals, dark tyrian rose petals. Dense bushy growth.

IRISH ROSE (Reiter) Difficult to grow. Double medium size flower, tube and sepals pale chartreuse, full petalage of palest rose. Must be grown under cool conditions.

#* **JACK SHAHAN (Tiret)** Strong single flowered trailer. Tube, sepals and petals strong rose bengal. Easy.

x#* **MANTILLA (Reiter)** Trailer with long-tubed flowers of pure carmine. Bronzy foliage, warm air tolerant.

PINK SHOWER (Reiter) Small semi-double flowered trailer. Tube, sepals and petals of palest rose, cool conditions for best color.

SEA FOAM (Reiter) Medium sized semi-double. Rosy white tube and sepals crisp smokey purple petals. Vigorous upright.

SHARON (Tiret) Spreadly semi-double trailer. Tube and sepals pale scarlet. Petals rose bengal splashed geranium lake. Vigorous.

#* **VALENTINE (Reiter)** Large Semi-double. Rosy white tube and sepals, petals imperial purple. Trailer or bush.

YULETIDE (Tiret) Large double. Tube and sepals crimson and petals creamy white. Well-formed flower.

good commercial variety

* trailer

x stands heat

GENERAL LIST

DOUBLE "PURPLE" GROUP

- # **COMMANDER IN CHIEF**—largest red and purple.
- # **GYPSY QUEEN**—red and mauve, fine.
 - MISS PRIM**—1947 light red and purple.
 - MRS. DESMOND**—darker than Gypsy Queen.
 - PHENOMENAL**—fine old red and purple.
- # **REITER'S GIANT**—freest large purple, strong.
- # **ROYAL PURPLE**—fine color, medium size, bushy.
- #* **SAN MATEO**—large red and purple, trailer.
- $\frac{1}{2}$ * **TITANIC**—climbing marbled light purple.
- # $\frac{1}{2}$ * **UNCLE JULES**—1947 bluish purple, extra
- WINSTON CHURCHILL**—red and "blue" pot variety.

SINGLE "PURPLES"

- x **ESPERANZA**—small red and purple, free.
- JUPITER**—spreading petals, red and purple, fine.
- # **LORD BYRON**—small free-blooming Jupiter.

DOUBLE MAGENTA ("RED") GROUP

- #x* **ANNA**—finest large magenta.
- BEAUTY OF EXETER**—old favorite magenta.
- #x **CRESCENDO**—brilliant red and magenta.
- PORTOLA**—1947 carmine & tyrian rose, medium flower.
- RADIANCE**—crimson and tyrian rose, very free.
- #x **RUBEO**—1947 very fine, carmine and crimson.
- x **SANTA CRUZ**—1947 crimson, large.
- SUNBURST**—carmine & crimson, medium, semi-double.
- x **VICTORY**—fine magenta, long sepals.

SINGLE MAGENTAS

- x* **BUTTERFLY**—large, fine away from coast.
- #* **CASCADE**—pale magenta, best trailer.
- #* **CLARET CUP**—darker, larger semi-double Cascade.
- $\frac{1}{2}$ * **GALLI CURCI**—small, pink and pale purple, strong.
- # **GAY SENORITA**—immense light magenta.
- * **HALLOWEEN**—larger, pinker, later Cascade.
- x* **MARINKA**—old favorite, dark reddish magenta.
- * **MEPHISTO**—small, free, intense deep magenta.
- $\frac{1}{2}$ * **MURIEL**—old favorite magenta.
- RED MONARCH**—well-formed magenta.
- #* **RED SPIDER**—finest magenta trailer.
- * **UTOPIA**—strong climber, huge, magenta.

DOUBLE WHITE AND PINK (red sepals)

- x **BARRINGTON**—1947 heat tolerant, small Fascination.
- BUFFON**—red and pinkish globular.
- # **CATALINA (White Wonder)**—red and white Gypsy Queen.
- DR. JOHN GALLWEY**—large elegant red and white.
- # **FASCINATION**—good small bush, flowers fine, very pink.
- HOLLYDALE**—Fascination colored Winston Churchill.
- x **MME. CORNELISSEN**—small, clean, red and white, finest large shrub.
- MME. JACQUES FEUILLET**—huge, loose red and pink.
- $\frac{1}{2}$ * **MOLESWORTH**—clear red and white, medium, good.
- # $\frac{1}{2}$ * **PAN AMERICA**—finest red and rosy white, huge.
- # **STORM KING (Frau Emma Topfer)**—healthy large red and white.

good commercial variety

* trailer

x stands heat

SINGLE RED AND WHITE

ALICE HOFFMAN—small bush, small red and white flowers.

AVIATOR—medium red and white good.

WAXY WHITE AND APRICOT TUBED SINGLES

AURORA SUPERBA—yellowest orange.

FALLING STARS—scarlet and turkey red.

LADY HEYTESBURY—white and crimson, upright.

LUSTRE IMPROVED—white and crimson, medium vigor.

MRS. RUNDLE—old favorite, apricot, graceful.

#* **MRS. VICTOR REITER**—white and crimson, best trailer in color.

$\frac{1}{2}$ *x **SAN FRANCISCO**—carmine rose & geranium lake, fine.

"SUPER BRITISH"—unlabeled from England, white and crimson.

VENUS VICTRIX—1840 original white tube, historical.

APRICOT TUBED, SPREADING PETALS

LUCIENNE BREVAL—rose sepals and petals, fine but difficult.

MAZDA—1947 carmine, fine grower.

ROSE PILLAR—neuron rose and geranium lake, tall.

SACRAMENTO—pale carmine, strong, heat tolerant.

SUNSET—salmon orange, free.

PASTEL SINGLES

BEAUTY OF SWANLEY (Villa Hebe)—long rose flowers.

COUNTESS OF ABERDEEN—small pot variety, dainty rose white.

x **ERECTA**—small pale lavender.

FORMOSISSIMA—white tube and sepals, rose petals, very beautiful.

MADEMOISELLE—dainty, tiny rose flowers.

MELODY—pale neuron rose, good form, tops.

ROSE OF DENMARK—perfect rose flowers, slow, fine.

#x **STARGAZER**—improved darker large Erecta.

$\frac{1}{2}$ * **TREASURE ISLAND**—small, pale lavender climbing.

DOUBLE WHITES

AVE MARIA—bushy, practically white.

$\frac{1}{2}$ * **JOAN OF ARC**—pure white, fine form.

MARIONETTE—small bush, rose and white.

PATTY EVANS—large rose and white, vigorous.

WHITEMOST—large, rose and white, fine color.

NOVELTY DOUBLE PASTELS

DIADEM—medium pale rose and peony purple.

$\frac{1}{2}$ * **ELSA**—large Nonpareil, less vigor, beautiful.

FLIRTATION—pale rose Lucky Strike.

LUCKY STRIKE—rose and purple marbled rose, striking.

* **NONPAREIL**—pale rose and pale lavender, supreme.

$\frac{1}{2}$ * **PASTEL**—pale rose and orchid pink, free.

ROSEMARYE—pale pink and pale violet, small.

SEVENTEEN—all clear rose, tip top ****

TREASURE—fine "blue" type, large.

good commercial variety

* trailer

x stands heat

VARIEGATED

$\frac{1}{2}$ * **AUTUMNALE**—young foliage golden, magenta flowers.

MAGELLANICA VARIEGATA—strong, silvery variegated, good.

$\frac{1}{2}$ * **MRS. GEORGE MARTYN**—golden variegated Prince of Orange.

SUN RAY—very variegated, slow grower.

TOM WEST—F. "alpestris" with light speckled foliage.

TRIPHYLLA HYBRIDS

x **GARTENMEISTER BONSTEDT**—clusters, red leaves.

x **LEVERKUSEN**—lots of firecrackers.

#*x **TRUMPETER**—geranium lake, long tube.

SPECIES AND NEAR SPECIES

ARBORESCENS—purple clusters of lilac-like flowers.

BOLIVIANA ALBA—long hanging flowers, huge leaves, white tube.

CALEDONIA—Tiny magenta flowers in profusion.

FANFARE—long turkey red winter flowers, climbing.

PROCUMBENS—creeper, orange berries, straw and blue upright flowers.

REFLEXA—tiny orange flowers, small bush.

STRONG SHRUBS

CARDINAL—single magenta.

"GOLDEN GATE PARK"—a semi-double magenta seedling from our nursery which grows amazingly.

SCHILLER—rose and lavender.

Other fuchsias are stocked and can be supplied to order.
Please inquire.

PRICES: of all varieties on the above list

After April 1st 50¢ each from 4 inch pots.

Before April 1st — 50¢ from 2½ inch pots.

(unless 4 inch pot plants already available)

Add 2½% Sales Tax in California

SHIPMENTS: Minimum shipments \$3.50, packing free.

Cash with your order, not prepaid.

Give your complete address.

Specify express or parcel post.

(Express strongly recommended)

SUBSTITUTIONS: We make no substitutions unless they are specified by the customer.

A Fragile Dresden

BABY DOLL (Reiter, Jr.) We offer this fuchsia for the connoisseur who is willing to make an effort to obtain supreme results.

Baby Doll is a double flowered variety of the Sea Foam-Seventeen type but with the most delicately colored flowers we have seen. The medium sized double flowers have a white tube and white reflexed sepals with a double petalage of Amethyst Violet (HCC 35/1). The base of the petals is white and as the flower matures the area of white gradually advances and fades the Amethyst Violet to pale orchid.

A restrained grower with medium to small dark green glossy foliage. For exquisite quality and delicacy the crispy flowers of Baby Doll should appeal to knowledgeable collectors.

1949 BROWN OFFERING

Mr. Lowell H. Brown is widely known for his outstanding breeding work with Pelargoniums which he and his mother have been carrying on for many years at Brown's Nursery in San Leandro. He now adds laurels to his plant breeding accomplishments in the field of fuchsias and we are proud to present Mr. Brown's latest creation.

Brown Gives the Blues a Tumble

BLUE PENDANT (Brown) At last we have a double flowered **trailer** in the "light blue" fuchsia group.

The medium sized double globular flowers are pale Campanula Violet (HCC 37/3) and the reflexed pale Tyrian Rose (HCC 24/3) sepals are tipped white.

The growth is branching and wiry, the foliage is small and prolific and the plant promises great things in hanging pots.

For those who like light "blue" fuchsias — and who doesn't? — Blue Pendant is the discovery of the year.

1949 SCHNABEL OFFERING

We are again pleased to present a new fuchsia by Mr. Clement Schnabel who is our leading amateur fuchsia breeder. He has selected Creole for our introduction from among his hundreds of pedigreed seedlings growing in his plant breeding workshop. His insistence on a thorough "garden testing" of his new varieties may annoy the impatient but it is a sound policy and we look to the future to see many more of his fine seedlings.

The Winner

CREOLE (Schnabel 3-59-36) Introducer's own description: "A new color in fuchsia. The large double corolla (petals) is Ox Blood with overtones of maroon. Deeper in color than the variety Anna, the rich hue is enhanced by surrounding petals of darkest Crimson, matching the long tube and sepals in color. The four center petals are extended beyond the bulk of the petalage in mature flowers."

"Of restrained growth. Creole can be grown as a short hanger. Garden Tested."

First prize winner as an undisseminated seedling in the double class, San Francisco Flower Show 1948.

May we also call attention to some of the earlier fuchsia introductions from this establishment.

1948	1945
Valentine	Anna
Gulliver	Ave Maria
Sea Foam	
Irish Rose	1942
Mantilla	Victory
Pink Shower	Melody
	Crescendo
1947	Pan America
Seventeen	Commander in Chief
Mazda	Butterfly
Joan of Arc	
Uncle Jules	1941
Miss Prim	Reiter's Giant
	Fanfare
1946	San Francisco
Diadem	Pastel
Marionette	Falling Stars
Radiance	
Red Spider	1940
Sacramento	Dr. John Gallwey
Stargazer	Mrs. Victor Reiter
Sunburst	Rose Pillar
Titanic	
Trumpeter	

Introductions from Other
Breeders:

Cascade (Lagen 1937)
 Sunset (Niederholzer
 1938)
 Claret Cup (Lagen 1940)
 Portola (Schnabel 1947)
 Rubeo (Tiret 1947)
 Dulcinea (Edwards 1948)
 Ecstasy (Tiret 1948)
 Jack Shahan (Tiret 1948)
 Sharon (Tiret 1948)
 Yuletide (Tiret 1948)

RETAIL PRICES: For well grown plants from four inch pots:
 All 1948 fuchsia introductions \$1.00 each.
 All older varieties on general list 50¢ each.
 Cash with order or express collect, packing free.
 Minimum shipment \$3.50.